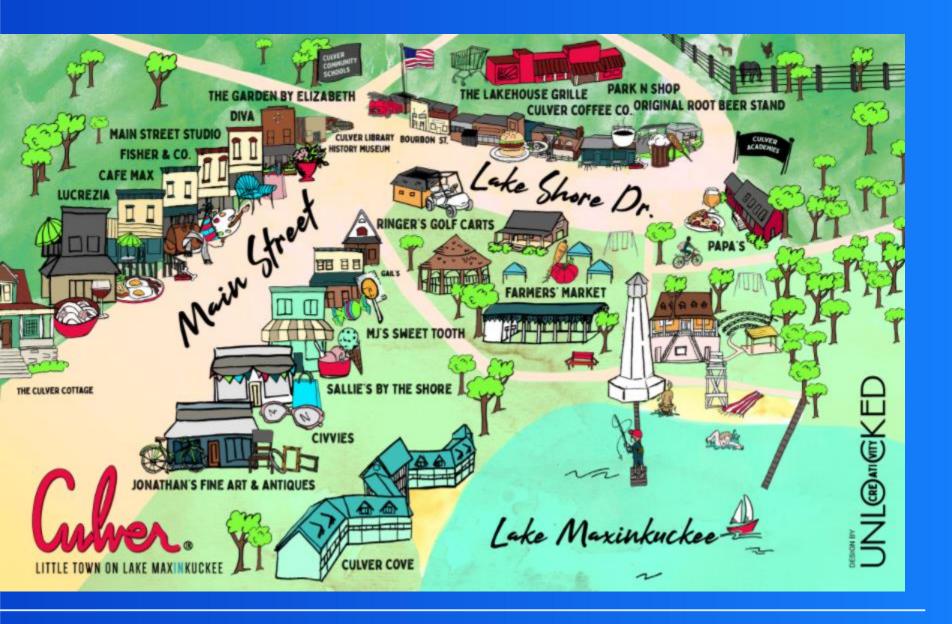
COLLABORATING FOR SUSTAINABILTY



DEVELOP CULVER (Culver Main Street)

TRACY FOX, PRESIDENT



YEAR-ROUND POPULATION: 1500 SUMMER POPULATION: 3000 ABOUT 75 CHAMBER BUSINESSES HOME TO CULVER ACADEMIES

MAIN STREET BUSINESSES' CHALLENGES

- SMALL, RURAL TOWN
- SEASONAL MARKET; LAKE MAXINKUCKEE
- HIGH-PRICED COMMERCIAL REAL ESTATE IN NEED OF REPAIR
- FINDING & RETAINING EMPLOYEES
- TWO DISCONNECTED COMMERCIAL DISTRICTS

CULVER MAIN STREET: COLLABORTING TO COMBINE RESOURCES & ACCOMPLISH GOALS

IMMEDIATE SUPPORT





BOARD REPS

Town Council

Culver Chamber

Culver Visitors Center

Culver Academies

Redevelopment Commission

Town Merchants

CONTRACTED PARTNERSHIP

STIPEND

- CHAMBER & MAIN STREET AGREED TO \$6000 GRANT FOR 2019
- CULVER CHAMBER PAYS A MONTHLY STIPEND
- MAIN STREET PAYS EXEC DIR AN HOURLY RATE

DELIVERABLES

- MAIN STREET PRESENTED A LIST OF MEASURABLE OBJECTIVES TO BENEFIT CHAMBER BUSINESSES
- MAIN STREET REPORTS TO CULVER CHAMBER AT MONTHLY MEETINGS & VIA QUARTERLY WRITTEN REPORTS

THE GOOD...

- ALLOWED FIRST-EVER PAID STAFF
- IMPROVED COMMUNICATION & EFFICIENCY
- BROUGHT MAIN STREET RESOURCES TO CHAMBER
- COMBINED SUPPORT FROM VARIOUS ORGS
- DISCUSSION OF A COMPREHENSIVE DOWNTOWN DEVELOPMENT PLAN

2018

FUNDING

\$0

AWARDED GRANTS

\$0

COMPLETED PROJECTS

2019

FUNDING

\$6,000 (chamber stipend)

PENDING GRANTS

\$15,000

AWARDED GRANT

\$10,000

CURRENT PROJECTS

- WAYFINDING PAVEMENT MARKINGS
- PARKLET ON MAIN STREET
- HISTORICAL MURAL ON FIREHOUSE
- BUSINESS OWNER SURVEYS
- STRATEGIC BRANDING PLAN
- CREATIVE TOWN MAP

THE NOT SO GOOD

 STILL DEPENDENT ON EXTERNAL FUNDING

DEFINING BOUNDARIES
 BETWEEN ORGS

FINDING GOOD STAFF &
 VOLUNTEERS

THE MESSY

- PROGRESS IS SLOW
- MISCOMMUNICATION HAPPENS

OPPORTUNITIES: LEVERAGING RELATIONSHIPS & BUILDING BRIDGES

"...relationships are the fertile soil from which all advancement, all success, all achievement in real life grows."--Ben Stein



TAKE AWAYS

CONSIDER UNIQUE
COLLABORATIONS WITH
OTHERS TO POOL
RESOURCES AND
DEFINE SHARED GOALS.
COLLECTIVE EFFORTS
WILL LEAD TO
PROGRESS AND
SHARED CELEBRATION
AND RECOGNITION.